

Exhibit D

TARGET RESEARCH GROUP INC.**To:** Suzanne Edison, Field Solutions**From:** Jennifer Vargas**Date:** January 4, 2008**Re:** Validation – Name Recognition Survey— #08006

Please validate 100%. Respondents were males and females 18 years of age or older.

Eligible respondents were shown a card with some words on it then asked some questions about it.

Hello, I'm _____ from Target Research, a national market research company. I am calling to thank you for recently participating in our study. I would like to verify some information; it will only take a minute.

Q.1: Did you participate in an interview where you were shown a card with some words on it then asked some questions about it?

ANSWER: Yes

Q.2: Over the past 6 months, have you purchased any of the following?
(READ LIST)

Shampoo, conditioner, hair conditioning crème, hair gel, mousse, hair lotion, hair spray, hair color, hair tint, or hair rinse?

ANSWER: Yes **(SKIP TO Q.4)**

ANSWER: No **(CONTINUE WITH Q.3)**

Q.3: Over the next 6 months, do you expect to purchase any of the following?
(READ LIST)

Shampoo, conditioner, hair conditioning crème, hair gel, mousse, hair lotion, hair spray, hair color, hair tint, or hair rinse?

ANSWER: Yes

MUST BE "YES" IN Q.2 <u>OR</u> Q.3 TO QUALIFY
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Q.4: Which of the following groups includes your age **(Read List)**?

	X	
Under 18.....		
18-34	1	} Check age against the Validation Sheet
35-49	2	
50 or over	3	

Thank you again for participating in our survey.

Exhibit E

TARGET RESEARCH GROUP INC.
515 Airport Executive Park
Nanuet, NY 10954

STUDY #113-08006
January, 2008

NAME RECOGNITION SURVEY - SCREENER -

RESPONDENT ID#

(Card 1; 1-6)

EDITED BY: _____ FIELD SERVICE: _____ VALIDATED BY: _____
TIME BEGAN: _____ am/pm TIME ENDED: _____ am/pm LENGTH OF INTERVIEW: _____ (7,8)

CITY: (9,10,11) Boston (WA)..... 068 Cincinnati (CI) 035 Detroit (MC)..... 061 Houston (GP) 111 New York (NY) 003 Portland (PO) 016 Seattle (TC)..... 043 Tampa (CP)..... 050	AGE: (12) <u>Males</u> 18 - 34..... 1 35 - 49..... 2 50+..... 3 <u>Females</u> 18 - 34..... 4 35 - 49..... 5 50+..... 6 VERSION COLOR (13) Lilac 1 Orange..... 2
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SIGHT SCREEN FOR MALES AND FEMALES 18 YEARS OLD OR OLDER

Hello, I'm _____ from Target Research Group, a nationwide market research organization. We're conducting a survey and I'd like to ask you a few brief questions. Let me assure you we are doing this for research purposes only and are not selling anything. We are only interested in your opinions which will be held in the strictest confidence.

NOTE: DO NOT CONTINUE INTERVIEW IF RESPONDENT HAS A HEARING, LANGUAGE OR OBVIOUS VISUAL PROBLEM.

A-1. Record gender. (DO NOT ASK)

(14)

Male 1
 Female 2



A-2. Please tell me which of the following groups includes your age? (READ LIST)

(15)

Under 18.....1 → (TERMINATE BELOW, ERASE & RE-USE SCREENER)

18 - 342

35 - 493

50 or older4

(CHECK QUOTAS, IF NEEDED, CONTINUE. IF
OVER QUOTA, TERMINATE CIRCLE BELOW,
ERASE & RE-USE SCREENER)

(DO NOT READ) → Refused5 → (TERMINATE BELOW, ERASE & RE-USE SCREENER)

Q.A-2: Under 18/Refused											
1	2	3	4	5	6	7	8	9	10		(16)
11	12	13	14	15	16	17	18	19	20		(17)
Q.A-2: Over Quota 18-34											
1	2	3	4	5	6	7	8	9	10		(18)
11	12	13	14	15	16	17	18	19	20		(19)
Q.A-2: Over Quota 35 - 49											
1	2	3	4	5	6	7	8	9	10		(20)
11	12	13	14	15	16	17	18	19	20		(21)
Q.A-2: Over Quota 50+											
1	2	3	4	5	6	7	8	9	10		(22)
11	12	13	14	15	16	17	18	19	20		(23)

B. Do you work in this mall?

(24)

Yes1 → (TERMINATE, CIRCLE BELOW. ERASE AND REUSE SCREENER.)

No2 → (CONTINUE)

Refused3 → (TERMINATE, CIRCLE BELOW. ERASE AND REUSE SCREENER.)

IF "YES" OR "REFUSED," TERMINATE, CIRCLE BELOW.
ERASE AND REUSE SCREENER

Q.B: Work in mall											
1	2	3	4	5	6	7	8	9	10		(25)
11	12	13	14	15	16	17	18	19	20		(26)

C. Over the past 6 months, have you purchased any of the following? (READ LIST AND RECORD BELOW).

	YES	NO	CAN'T REMEMBER/ DON'T KNOW	
Hand lotion or cream.....1.....2.....3				(27)
Shampoo, conditioner or hair conditioning creme1.....2.....3				(28)
Hair gel, mousse, hair lotion or hair spray1.....2.....3				(29)
Shaving cream, shaving soap or shaving gel1.....2.....3				(30)
Moisturizer or facial lotion1.....2.....3				(31)
Hair color, hair tint or hair rinse1.....2.....3				(32)



D. Over the next 6 months, do you expect to purchase any of the following? (READ LIST AND RECORD BELOW).

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	
Hand lotion or cream.....	1.....	2.....	3.....	(33)
Shampoo, conditioner or hair conditioning creme.....	<input type="text" value="1"/>	2.....	3.....	(34)
Hair gel, mousse, hair lotion or hair spray.....	<input type="text" value="1"/>	2.....	3.....	(35)
Shaving cream, shaving soap or shaving gel.....	1.....	2.....	3.....	(36)
Moisturizer or facial lotion.....	1.....	2.....	3.....	(37)
Hair color, hair tint or hair rinse.....	<input type="text" value="1"/>	2.....	3.....	(38)

A BOXED ITEM MUST BE CIRCLED "YES" IN EITHER Q.C OR Q.D TO CONTINUE. IF A BOXED ITEM IS NOT CIRCLED "YES" IN EITHER Q.C OR Q.D TERMINATE, CIRCLE BELOW. ERASE AND RE-USE SCREENER.

Q.C/D: Did not purchase past 6 months/do not expect to purchase next 6 months										
1	2	3	4	5	6	7	8	9	10	(39)
11	12	13	14	15	16	17	18	19	20	(40)

E. Do you or does any member of your household work in any of the following? (READ LIST AND RECORD BELOW).

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>	
An advertising agency.....	<input type="text" value="1"/>	2.....	3.....	(41)
A public relations firm.....	<input type="text" value="1"/>	2.....	3.....	(42)
A marketing research firm.....	<input type="text" value="1"/>	2.....	3.....	(43)
A manufacturer, distributor, or retailer of hair care products.....	<input type="text" value="1"/>	2.....	3.....	(44)

IF "YES" TO ANY, TERMINATE, CIRCLE BELOW. ERASE AND REUSE SCREENER.

Q.E: Security Screen										
1	2	3	4	5	6	7	8	9	10	(45)
11	12	13	14	15	16	17	18	19	20	(46)

F. Have you participated in any market research survey other than a political poll in the past 3 months?

- (47)
 Yes 1 → (TERMINATE, ERASE AND REUSE SCREENER)
 No 2 → (CONTINUE)
 Don't know 3 → (TERMINATE, ERASE AND REUSE SCREENER)

Q.F: Past participation										
1	2	3	4	5	6	7	8	9	10	(48)
11	12	13	14	15	16	17	18	19	20	(49)



G. Do you usually wear eyeglasses or contact lenses when reading?

(50)
 Yes 1 → (ASK Q.H)
 No 2 → (SKIP TO Q.I)

H. Are you wearing your contact lenses or do you have your eyeglasses with you today?

(51)
 Yes 1 → (CONTINUE)
 No 2 → (TERMINATE, ERASE AND REUSE SCREENER)

Q.H: Don't Have Glasses or Contact Lenses with Them											
1	2	3	4	5	6	7	8	9	10		(52)
11	12	13	14	15	16	17	18	19	20		(53)

I. I've asked you these questions to see if you are eligible for a very brief interview. Since I have something to show you, I'd like you to come with me into the interviewing facility. It will only take a few minutes of your time and we think you will find it interesting. For your time, we will give you \$3.00 upon completing the survey. Are you willing to be interviewed? (IF RESPONDENT REFUSES, TERMINATE, ERASE AND REUSE SCREENER.)

(54)
 Yes 1 → (CONTINUE)
 No 2 → (TERMINATE, ERASE AND REUSE SCREENER)

Q.I: Qualified Refusal											
1	2	3	4	5	6	7	8	9	10		(55)
11	12	13	14	15	16	17	18	19	20		(56)

57-79/z; 80-1

- CIRCLE AGE QUOTA GROUP/GENDER ON FRONT PAGE
- CIRCLE VERSION COLOR ON FRONT PAGE
- CIRCLE CITY ON FRONT PAGE
- ESCORT RESPONDENT TO INTERVIEWING AREA



Exhibit F

Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

Project #113-08006
January, 2008

FOR OFFICE USE ONLY	<u>NAME RECOGNITION SURVEY</u> - MAIN QUESTIONNAIRE - - LILAC -	RESPONDENT ID#: (Card 2; 1-6)
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7-1

**ESCORT RESPONDENT INTO INTERVIEWING ROOM AND CLOSE DOOR.
SEAT RESPONDENT AT TABLE.**

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

- 1a. I'd like to ask you some additional questions about hair care products, such as shampoo, conditioner, hair conditioning creme, hair gel, hair mousse, hair lotion, hair spray, hair color, hair tint, or hair rinse. There are no right or wrong answers to my questions. I just want to know what you think and what opinions you might have. If you don't have an opinion or don't know an answer, please just tell me. Your responses will be kept completely confidential, so please just tell me what you think.

SHOW NAME CARD TO RESPONDENT.

(HAND ANSWER CARD 1b WITH LILAC DOT TO RESPONDENT)

- 1b. Do you associate the word **SEXY** with hair care products from any one company, more than one company, no company, you don't know or you have no opinion? **(RECORD ONE ANSWER)**
(9)

One company..... 1 →(ASK Q.2)
More than one company..... 2 →(SKIP TO Q.3)
No company 3 →(SKIP TO Q.4)
Don't know..... 4 →(SKIP TO Q.5)
No opinion..... 5 →(SKIP TO Q.5)

2. Why do you say that you associate it with one company? **(RECORD VERBATIM) (PROBE ONCE WITH:)** Any other reason?

_____(10-24)

- 2a. What is that company? **(RECORD VERBATIM)**

_____(25-27)

- 2b. Why do you say **(INSERT COMPANY NAME FROM Q.2a)? (RECORD VERBATIM) (PROBE ONCE WITH:)** Any other reason? **(RECORD VERBATIM AND SKIP TO Q.5)**

_____(28-42)

SKIP TO Q.5



TARGET

(ASK Q.3 ONLY IF "MORE THAN ONE COMPANY" CIRCLED IN Q.1b)

3. Why do you say that you associate it with more than one company? (RECORD VERBATIM) (PROBE ONCE WITH:) Any other reason?

(43-57)

- 3a. What are those companies? (RECORD EACH COMPANY MENTIONED BELOW UNDER "Q.3a: COMPANIES MENTIONED." USE A SEPARATE LINE FOR EACH COMPANY MENTIONED.) (PROBE ONCE:) Any others?

- 3b. (FOR EACH COMPANY MENTIONED IN Q.3a, ASK:) Why do you say (INSERT COMPANY NAME)? (PROBE ONCE WITH:) Any other reasons? (RECORD VERBATIM UNDER "Q.3b: REASONS MENTIONED.")

AFTER RECORDING ANSWERS TO Q.3b, SKIP TO Q.5

**Q.3a: Companies
Mentioned**

Q.3b: Reasons Mentioned

<u>Q.3a</u>	<u>Q.3b</u>	Start cd 3 8-22
_____ (58)		
<u>Q.3a</u>	<u>Q.3b</u>	23-37
_____ (59)		
<u>Q.3a</u>	<u>Q.3b</u>	38-52
_____ (60)		
<u>Q.3a</u>	<u>Q.3b</u>	53-67
_____ (61)		
		68-79z
		80-3
		Start Cd 4
<u>Q.3a</u>	<u>Q.3b</u>	8-22
_____ (62)		

63-79/Z

AFTER RECORDING ANSWERS TO Q.3b, SKIP TO Q.5



(ASK Q.4 ONLY IF "NO COMPANY" CIRCLED IN Q.1b)

4. Why do you say that you don't associate it with any company? (RECORD VERBATIM) (PROBE
ONCE WITH:) Any other reason?

(23-37)

5. Thank you. Please complete the following information.

38-79Z
80-4

- COMPLETE RESPONDENT INFO ON NEXT PAGE.
- RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.



Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown a card with some words on it and was asked some questions about it.

Respondent's Signature

Date

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

Interviewer's Signature

Date

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

Supervisor's Signature

Date

Respondent's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: (____) _____ - _____



Target Research Group, Inc.
515 Airport Executive Park
Nanuet, NY 10954

Project #113-08006
January, 2008

FOR OFFICE USE ONLY	<u>NAME RECOGNITION SURVEY</u> - MAIN QUESTIONNAIRE - - ORANGE -	RESPONDENT ID#: (Card 2; 1-6)
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7-2

**ESCORT RESPONDENT INTO INTERVIEWING ROOM AND CLOSE DOOR.
SEAT RESPONDENT AT TABLE.**

REFER TO SCREENER Q.G. IF RESPONDENT USUALLY WEARS "EYEGLASSES" THEN SAY:
If you usually wear eyeglasses when reading, please put them on now.

IF RESPONDENT DOES NOT HAVE GLASSES, THANK AND TERMINATE. RECORD BELOW.

NO GLASSES: 1 2 3 4 5 6 7 8 9 (8)

- 1a. I'd like to ask you some additional questions about hair care products, such as shampoo, conditioner, hair conditioning creme, hair gel, hair mousse, hair lotion, hair spray, hair color, hair tint, or hair rinse. There are no right or wrong answers to my questions. I just want to know what you think and what opinions you might have. If you don't have an opinion or don't know an answer, please just tell me. Your responses will be kept completely confidential, so please just tell me what you think.

SHOW NAME CARD TO RESPONDENT.

(HAND ANSWER CARD 1b WITH ORANGE DOT TO RESPONDENT)

- 1b. Do you associate the word **SEXY** with hair care products from more than one company, one company, no company, you don't know or you have no opinion? **(RECORD ONE ANSWER)**
(9)

More than one company..... 2 →(SKIP TO Q.3)

One company..... 1 →(ASK Q.2)

No company..... 3 →(SKIP TO Q.4)

Don't know..... 4 →(SKIP TO Q.5)

No opinion..... 5 →(SKIP TO Q.5)

2. Why do you say that you associate it with one company? **(RECORD VERBATIM) (PROBE ONCE WITH:)** Any other reason?

_____(10-24)

- 2a. What is that company? **(RECORD VERBATIM)**

_____(25-27)

- 2b. Why do you say **(INSERT COMPANY NAME FROM Q.2a)? (RECORD VERBATIM) (PROBE ONCE WITH:)** Any other reason? **(RECORD VERBATIM AND SKIP TO Q.5)**

_____(28-42)

SKIP TO Q.5



(ASK Q.3 ONLY IF "MORE THAN ONE COMPANY" CIRCLED IN Q.1b)

3. Why do you say that you associate it with more than one company? (RECORD VERBATIM) (PROBE ONCE WITH:) Any other reason?

_____(43-57)

- 3a. What are those companies? (RECORD EACH COMPANY MENTIONED BELOW UNDER "Q.3a: COMPANIES MENTIONED." USE A SEPARATE LINE FOR EACH COMPANY MENTIONED.) (PROBE ONCE:) Any others?

- 3b. (FOR EACH COMPANY MENTIONED IN Q.3a, ASK:) Why do you say (INSERT COMPANY NAME)? (PROBE ONCE WITH:) Any other reasons? (RECORD VERBATIM UNDER "Q.3b: REASONS MENTIONED.")

AFTER RECORDING ANSWERS TO Q.3b, SKIP TO Q.5

**Q.3a: Companies
Mentioned**

Q.3b: Reasons Mentioned

Q.3a	Q.3b	Start cd 3 8-22
_____ (58)		
Q.3a	Q.3b	23-37
_____ (59)		
Q.3a	Q.3b	38-52
_____ (60)		
Q.3a	Q.3b	53-67
_____ (61)		
		68-79z
		80-3
		Start Cd 4
Q.3a	Q.3b	8-22
_____ (62)		

63-79/Z

AFTER RECORDING ANSWERS TO Q.3b, SKIP TO Q.5



(ASK Q.4 ONLY IF "NO COMPANY" CIRCLED IN Q.1b)

4. Why do you say that you don't associate it with any company? (RECORD VERBATIM) (PROBE
ONCE WITH:) Any other reason?

_____(23-37)

5. Thank you. Please complete the following information.

38-79Z
80-4

- COMPLETE RESPONDENT INFO ON NEXT PAGE.
- RESPONDENT AND INTERVIEWER MUST BOTH SIGN AND COMPLETE THE CERTIFICATION.



Would you please sign this Certification Page so that I can prove to my supervisor that I interviewed you?

RESPONDENT CERTIFICATION

I certify that I was shown a card with some words on it and was asked some questions about it.

Respondent's Signature

Date

INTERVIEWER CERTIFICATION

I certify that I carried out this interview in accordance with my interviewer instructions.

INTERVIEWER'S FULL NAME (PRINT): _____

Interviewer's Signature

Date

IF RESPONDENT REFUSES NAME OR PHONE NUMBER, PLEASE HAVE SUPERVISOR SIGN BELOW AS ON-SITE VALIDATED.

Supervisor's Signature

Date

Respondent's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number: (____) _____ - _____



Exhibit G

SEXY

hair care products

Exhibit H

Study # 08005 Name Recognition Study										N=308		
Resp ID Number	Gender	Age	Version	Q1b- Do you associate the word "SEXY" with...	Q2- Why do you associate with one company (verbals)	Q2a- What is that company (verbals)	Q2b- Why do you say that company (verbals)	Q3- Why do you associate with more than one company (verbals)	Q3a- Companies mentioned FIRST MENTION (verbals)	Q3b- Reasons mentioned SECOND MENTION (verbals)	Q3c- Companies mentioned THIRD MENTION (verbals)	
00309	6	2	1	1	I don't remember the company but the girl looks sexy.	Don't know	Don't remember				Q3a- Companies mentioned THIRD MENTION (verbals)	
00312	3	2	1	1	All companies don't advertise that sexy hair care product I think of Revlon because of their ads and in commercials. The women look very sexy in the commercials after using Revlon.	Revlon	In the commercials they look sexy with how they show their hair. I know Revlon makes you feel sexy.					
00319	5	2	1	1	I associate it with Revlon hair color because of their commercial. The woman pushes her hair back and the way she does it. It makes her look sexy.	Revlon Hair Color	Just the look on her face when she swings back her hair. She wants to let you know she is sexy.					
00320	5	2	1	1	Based on commercials	Herbal Essences	Because of the type of commercials they do					
00330	1	2	1	1	The name looks large enough to put on 1 product from one company	Head & Shoulders	Because it's the best product out there.					
00331	1	2	1	1		Paul Mitchell	I use Paul Mitchell products and the company making products with the word sexy on it.					
00336	4	2	1	1	Because I can only think of one company that fits that description.	Victoria Secret	Victoria Secret because Victoria Secret sells only sexy product clothing, lobs, etc. Victoria Secret is known for being sexy.					
01802	4	2	1	1	Sexy sounds like Victoria Secret. Victoria Secret is associated with sexy clothing and fragrances	Victoria Secret	Because they, Victoria Secret, is known for their sexy clothes, lobs and other beauty things such as shampoo.					
01806	5	1	1	1	It reminds me of those old Essence commercials where they were making sexual noises in the shower washing their hair.	Victoria Secret	Because that is who I remember (I to be from the commercial).					
01811	6	1	1	1	I can think of one because of the commercial only	Herbal Essence	I only know that commercial for the Herbal Essence shampoo					
01821	1	1	1	1	The company I am thinking of has a lot of influencers in their commercials.	Clairol I think	Their commercials have women moaning as five or more men wash their hair					
01831	5	2	1	1	Because I remember seeing a commercial where they actually used the word sexy to describe your hair after you use their product.	Herbal Essences	They use sexy to describe the hair you will have after you use their product					
03321	6	1	1	1	Because of the commercial and the way they presented it. The made it seem innocent instead of sexual.	Herbal Essences	Because of the advertisements I saw for their products.					
03323	4	1	1	1	I think that the commercial has very sexy commercials.	Botanics	The commercials are very sexy					
04320	2	1	1	1	Herbal Essence has the only brand.	Herbal Essence	Because of the commercial and stuff					
04330	6	2	1	1	Herbal Essence has the only brand.	Herbal Essence	Because I love the way it makes me feel. Same stuff I said to the first question.					
04337	6	2	1	1	Herbal Essence has the only brand.	Herbal Essence	A lot of their advertisements show partial nudity					
04338	5	1	1	1	L'Oréal has the most sexy commercial. It makes me feel good and sexy using it.	L'Oréal	Because I believe it makes one look better					
05004	1	2	1	1	Affiliated a lot with Axe. L'Oréal, they show a lot of commercials that appeal to sexuality.	Axe	Victoria Secret's hair care products makes me feel sexy.					
05007	3	1	1	1	Because it reminds me of one company	Head and Shoulders	The commercial gives off the sex appeal the conditioner leaves your hair soft and manageable. Makes my hair feel lustrous					
05016	5	1	1	1	Because Victoria Secret has a nice scent. They make you feel sexy	Victoria Secret	Just the name of it and the packaging					
05017	5	1	1	1	That one particular company represents it.	Herbal Essences	It has the sexual appeal in the commercial					
05019	6	1	1	1	I use the product. Makes my hair feel sexy.	L'Oréal	Just the way they advertise it in the shower					
05023	5	2	1	1	VS makes more than one brand, because it makes your hair look so much better. It's a better packaging with their product.	Herbal Essences	That's the only company that comes to mind					
05026	1	2	1	1	I can only think of one specifically.	Herbal Essences	Picked up the bottle and looked at the label					
05038	5	2	1	1	By their commercial. It's their organic shampoo when in the shower	Herbal Essences	Don't know the company name. Don't look at the bottle closely					
05039	2	2	1	1	There's some sexy women or their stuff with sexy hairdos	Revlon	That is what caught my eye. That is what I saw on the product					
05071	1	2	1	1	Saw the product at Meijer before	Vidal Sassoon	You saw the name Vidal Sassoon on the bottle					
06102	1	2	1	1	I seen it at the hair salon	Don't look at the label	He makes sexy hair care products					
06105	3	1	1	1	Seen the logo on a product before	Nexus	I have seen this certain product in the salons					
06107	1	1	1	1	You saw the bottle at the hair store	Vidal Sassoon	Product you have been using for over twenty years. Serves the purpose you use the most					
06108	6	2	1	1	I've seen the product in beauty salons	Vidal Sassoon	Noticed I was made by Vidal Sassoon					
06112	6	1	1	1	I have seen the product in certain salons	The big sexy hair spray	They tend to use a lot of models to advertise their company products which to some people that's sexy.					
06115	2	1	1	1	It's a good product. Like the name says	Murphy's	It makes your hair nice and soft and I think the girls think it's sexy.					
06116	2	1	1	1	Seen the commercial on TV	Vidal Sassoon	Just because they show nice people with nice looking hair					
06117	3	1	1	1	Seen the commercial on TV	Revlon	Because I know no one can do my hair like they can.					
06122	4	1	1	1	L'Oréal that is the company who I trust.	L'Oréal						
06124	3	2	1	1	The commercials they show on TV	Parfums Pro V						
06128	6	2	1	1	I've seen commercials on the television	Parfums Pro V						
06133	4	2	1	1	Because I don't trust any other company	Style For Women						
06135	4	2	1	1	I've heard of a company that has a name like that	The company has a name associated with sexy.	I've seen it before when I've shopped					
06138	6	2	1	1	There is only one company that I can think of that reminds me of that.	Garnier Fructis	The way they do their commercials makes me say that. I like it in bold letters. The name's memorable. It's catchy, no other company name.					
06604	2	1	1	1	The name is too catchy to be for more than one company.	Sexy	Because it was in a commercial that I considered sexy. And they were using sexy to promote their product.					
06613	5	2	1	1	Because I have a recollection of a commercial that uses that word in it	Clairol Herbal Essence	Because it was on a commercial and based from that I looked sexy.					
06615	3	1	1	1	Because she comes out in the commercial and she says she is going to become sexy	Head and Shoulders						
06619	6	2	1	1		Garnier	I saw a commercial for Garnier and it says sexy.					

N = 308

2

Study # 06006 Name Recognition Study				Screener Q.C.-Purchased in past 6 months				Screener Q.D-Expect to purchase in next 6 months			
Resp ID Number	Gender/Age	Version	Q1b- Do you associate the word "SEXY" with...	Q3b- Reasons mentioned THIRD MENTION (verbalisms)	Q3a- Companies mentioned FOURTH MENTION (verbalisms)	Q3b- Reasons mentioned FOURTH MENTION (verbalisms)	Q3a- Companies mentioned FIFTH MENTION (verbalisms)	Q3b- Reasons mentioned FIFTH MENTION (verbalisms)	Q4-Why don't you associate with any company (verbalisms)	shampoo conditioner hair color bottle or spray	hair gel mousse, hair color, tint or dye
06309	6	2	1							1	1
06312	3	2	1							1	1
06319	5	2	1							1	1
06320	5	2	1							1	1
06330	1	2	1							1	1
06331	1	2	1							1	1
06338	4	2	1							1	1
06602	4	2	1							1	1
06606	5	1	1							1	1
06611	6	1	1							1	1
06621	1	1	1							1	1
06631	5	2	1							1	1
06521	6	1	1							1	1
06523	4	1	1							1	1
06531	2	1	1							1	1
06533	6	2	1							1	1
06537	6	2	1							1	1
06538	5	1	1							1	1
06504	1	2	1							1	1
06507	3	1	1							1	1
065016	5	1	1							1	1
065017	5	1	1							1	1
065019	6	1	1							1	1
065023	5	2	1							1	1
065026	1	2	1							1	1
065036	5	2	1							1	1
065039	2	2	1							1	1
065101	1	2	1							1	1
065102	1	2	1							1	1
065105	3	1	1							1	1
065107	1	1	1							1	1
065108	6	2	1							1	1
065112	6	1	1							1	1
065115	2	1	1							1	1
065116	2	1	1							1	1
065117	3	1	1							1	1
065122	4	1	1							1	1
065124	3	2	1							1	1
065128	6	2	1							1	1
065133	4	2	1							1	1
065135	4	2	1							1	1
065138	6	2	1							1	1
06504	2	1	1							1	1
06513	5	2	1							1	1
06515	3	1	1							1	1
06519	6	2	1							1	1

Study # 06006 Name Recognition Study											N=370
Resp ID Number	Gender/Age	Version	Q1b- Do you associate the word "SEXY" with...	Q2- Why do you associate with one company (verbatims) Because that's what I use. No, the only hair care product that I use the word sexy is Johnson and Johnson That's the only company I use for hair. It's the brand name of a product for hair.	Q2a- What is that company (verbatims) Johnson and Johnson Don't know Big Sexy hair Victoria Secret	Q2b- Why do you say that company (verbatims) Because that's what I use. I've used it for a long time. I have a shampoo called sexy by Victoria Secret at home Paul Mitchell, the description describes that their products will leave hair softer and easier than before. Because I makes me think of Suave There are other words on the bottle but I don't know what they say.	Q3a- Companies mentioned FIRST MENTION (verbatims) Q3- Why do you associate with more than one company (verbatims)	Q3a- Companies mentioned SECOND MENTION (verbatims)	Q3b- Reasons mentioned SECOND MENTION (verbatims)	Q3a- Companies mentioned THIRD MENTION (verbatims)	
06822	1	1	1	Because that's what I use. No, the only hair care product that I use the word sexy is Johnson and Johnson	Johnson and Johnson	Because that's what I use.					
06834	5	1	1	There's one company that I use for hair.	Don't know	I've used it for a long time.					
06837	4	2	1	It's the brand name of a product for hair.	Big Sexy hair	I have a shampoo called sexy by Victoria Secret at home					
06838	5	2	1	I think it's a name brand for a shampoo	Victoria Secret	Paul Mitchell, the description describes that their products will leave hair softer and easier than before.					
11106	5	1	1	Because all their products include the word sexy in their description.	Paul Mitchell	Because I makes me think of Suave					
11133	1	2	1	Caress the name.	Suave	There are other words on the bottle but I don't know what they say.					
11114	4	1	1	It's the only one company I know that has it on the bottle.	Just says sexy on the bottle Mayra Victoria	I think that's where I saw it.					
11115	4	1	1	Caress I think it is only one called sexy conditioner	Secret						
11119	4	2	1	Because they have that very sexy hair shampoo and conditioner	Victoria Secret	Because I've purchased their shampoo and conditioner.					
11124	5	2	1	I've seen some displays in the Victoria Secret's front window	Victoria Secret	Because I've seen displays as well as the name of the product being sexy at Victoria Secret.					
11126	5	2	1	Probably the advertisements of it. Probably the look, the outcome of the product.	Victoria Secret Who's your sexy? dark and lovely products	Like I said the advertisement, the pictures of the ladies on the boxes					
11128	6	2	1	Because I wear a fro and I use afro products like afro sheen	Luster Silk	That's the name of the company and I wear afro curl from Jurl curl					

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Study # 08008 Name Recognition Study												Screener Q.C.-Purchased In past 6 months			Screener Q.D.-Expect to purchase in next 6 months		
Resp ID Number	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q3a- Reasons mentioned THIRD MENTION (verbalisms)	Q3a- Companies mentioned FOURTH MENTION (verbalisms)	Q3b- Reasons mentioned FOURTH MENTION (verbalisms)	Q3a- Companies mentioned FIFTH MENTION (verbalisms)	Q3b- Reasons mentioned FIFTH MENTION (verbalisms)	Q4-Why don't you associate with any company (verbalisms)	shampoo, conditioner, styling cream	Hair gel, mousse, lotion, spray	Hair color, tint, or dye	shampoo, conditioner, styling cream	Hair gel, mousse, lotion, spray	Hair color, tint, or dye		
08922	1	1	1							1	1	1	1	1	1		
08934	5	1	1							1	1	1	1	1	1		
08937	4	2	1							1	1	1	1	1	1		
08938	5	2	1							1	1	1	1	1	1		
11108	5	1	1							1	1	1	1	1	1		
11113	1	2	1							1	1	1	1	1	1		
11114	4	1	1							1	1	1	1	1	1		
11115	4	1	1							1	1	1	1	1	1		
11119	4	2	1							1	1	1	1	1	1		
11124	5	2	1							1	1	1	1	1	1		
11128	5	2	1							1	1	1	1	1	1		
11129	8	2	1							1	1	1	1	1	1		

Study # 08006 Name Recognition Study				Q1b- Do you associate the word "SEXY" with...		Q2- What is that company (verbals)		Q2- Why do you associate with one company (verbals)		Q2b- Why do you say that company (verbals)		Q3a- Companies mentioned FIRST MENTION (verbals)		Q3b- Reasons mentioned SECOND MENTION (verbals)		Q3c- Companies mentioned THIRD MENTION (verbals)		Q3d- Why do you say that company (verbals)	
Resp ID Number	Gender/ Age	Version																	
00305	3	1	2																
00307	5	1	2																
00310	4	2	2																
00311	3	2	2																
00318	6	2	2																
00324	4	1	2																
01623	5	1	2																
01624	2	2	2																
01626	1	1	2																
01627	4	1	2																
01628	4	1	2																
01629	5	1	2																
01638	4	2	2																
01637	5	1	2																
01640	5	2	2																
03503	2	2	2																
03512	4	2	2																
03514	2	2	2																
03518	6	2	2																
03522	3	2	2																
03525	6	1	2																

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Study # 08006 Name Recognition Study			Q1b- Do you associate the word "SEXY" with...		Q3b- Reasons mentioned THIRD MENTION (verbals)	Q3a- Comments mentioned FOURTH MENTION (verbals)	Q3b- Reasons mentioned FORTH MENTION (verbals)	Q3a- Comments mentioned FIFTH MENTION (verbals)	Q3b- Reasons mentioned FIFTH MENTION (verbals)	Q4-Why don't you associate with any company (verbals)	Screener Q.C.-Purchased in past 6 months		Screener Q.D.-Expect to purchase in next 6 months	
Resp ID Number	Gender/ Age	Version									shampoo, conditioner, hair cream, styling product	hair color, tint, or dye	shampoo, conditioner, hair cream, styling product	hair color, tint, or dye
00305	3	1	2								1	1	1	
00307	5	1	2								1	1	1	1
00310	4	2	2		All hair care products support the word sexy	Herbal Essence					1	1	1	1
00311	3	2	2								1	1	1	1
00316	6	2	2		They always show women in the shower and how much fun they have washing their hair and how sexy they feel after using it.						1	1	1	1
00324	4	1	2		Same thing the beautiful long sexy hair in their commercials to please men.						1	1	1	1
01623	5	1	2		Mostly experience she's had using the conditioner.	Herbal Essence	Word of mouth in terms of quality in making sexy hair.	Clairol	The ads and experience.		1	1	1	1
01624	2	2	2		Alberto VO 5	GF Says they are					1	1	1	1
01626	1	1	2								1	1	1	1
01627	4	1	2		Wavy hair and skinny women dressed sexy in their ads.						1	1	1	1
01628	4	1	2								1	1	1	1
01629	5	1	2								1	1	1	1
01636	4	2	2								1	1	1	1
01637	5	1	2								1	1	1	1
01640	5	2	2		The ads showing "Sexy" Sarah Jessica Parker						1	1	1	1
03503	2	2	2		Marketing towards women or marketing with women.						1	1	1	1
03512	4	2	2								1	1	1	1
03514	2	2	2		Because they are mainly in salons						1	1	1	1
03518	6	2	2		Because it covers the gray. Your hair is also soft when it is first colored	L'Oréal	Because it covers the gray. Your hair is also soft when it is first colored				1	1	1	1
03522	3	2	2		The smell to cover the smell. A lot of women like the old smell						1	1	1	1
03525	6	1	2								1	1	1	1

Study # 08006 Name Recognition Study																		N=33	
Resp ID Number	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q2a- What is that company (verbals)	Q2b-Why do you say that company (verbals)	Q3a- Companies mentioned FIRST MENTION (verbals)	Q3b- Reasons mentioned FIRST MENTION (verbals)	Q3a- Companies mentioned SECOND MENTION (verbals)	Q3b- Reasons mentioned SECOND MENTION (verbals)	Q3a- Companies mentioned THIRD MENTION (verbals)	Q3b- Reasons mentioned THIRD MENTION (verbals)								
03526	3	1	2			Revlon	Because in the commercial they show sexy women modeling the product.	Herbal Essence	They always have a beautiful woman showing off her new hair										
04331	1	1	2			Patience Pro	I like that the commercials are sexy but classy.	Garnier Fructis	It appeals to the younger crowd. More contemporary young hip models										
04334	6	1	2			Herbal Essence	You always see long beautiful hair that makes a person look sexy. It has really good smell and part of sexy is scent.												
05001	4	1	2			Paul Mitchell	Because I have colored hair and it brings out the color and shine	Bedhead	First of all it smells yummy and gets all the tangles out										
05021	4	2	2			Penelope	The advertisements also show the girl before use and after use.	Finesse	They show models with straight, boring hair then after use the perfectly curled hair										
05024	1	2	2			Herbal Essence	Because every single commercial has a woman in the shower. She's shampooing her hair.	Ave	Because in the commercials all the women are using it, and it's got these cool little bottles										
05030	6	2	2			L'Oréal	L'Oréal is a French company. Anything related to France is related to sex, even though it is not true. It gives a woman confidence.	Revlon	It is a trusted company. When they say it makes you look sexy it is believable										
05031	3	1	2			Clairol	Clairol has a long history of hair care products and there is a certain mystique	Suave	The verbal and visual presentation in the commercials present the sexy image										
05033	6	2	2			Herbal Essence	When she's in the shower and she's yes, yes, yes.	L'Oréal	They show the girl before the color and then after the color she became beautiful										
05037	3	2	2			Jet Ration	Simply because the hair products are geared toward men. It is supposed to keep it sexy	Kenneth Cole	It has a clean fresh shampoo and conditioner for men. I don't know if the companies only feel they are sexy to have sexy women in them										
05040	2	2	2			Clairol	Same reason - the people in the commercials are the best they are softer on the shampoo & conditioner	Don't know	They have the best products which doesn't leave a residue										
06120	4	2	2			Suave	I've noticed a lot of their products are associated with sex appeal	Garnier Fructis	They have a product called sexy										
06126	3	2	2			Gillette	Because Head & Shoulders is the best and that he likes it	Proctor & Gamble	Strawberry, it smells nice and keeps your hair clean										
06127	1	2	2			Head & Shoulders	Consistency in longevity. Their products are reputable.	Shea Butter Products	Very, very consistent. 100% Shea butter you can't go wrong. Soothes skin. Smells good. Works well.										
06131	2	2	2			Ultra Sheen	Smells good. Variety of colors works very good.	Gillette	They also use the word sexy.										
06134	2	2	2			Suave	They use the word sexy. Usually less expensive and works well.	Head & Shoulders	Good product-reasonable										
06136	2	2	2			Garnier Fructis	Because they have very attractive models to do their ads	Clairol	The products make your hair sexy										
06137	5	2	2			Suave		Vidal Sassoon	Essential - something I forgot the name										
06605	2	2	2			Clairol	Because I have seen the commercial taking a shower.	Finesse	A girl in the commercial.										
06814	1	1	2			Finesse													

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Study # 08006 Name Recognition Study			Q1b- Do you associate the word "SEXY" with...		Q3a- Reasons mentioned THIRD MENTION (verbals)		Q3a- Companies mentioned FOURTH MENTION (verbals)		Q3a- Reasons mentioned FIFTH MENTION (verbals)		Q4-Why don't you associate with any company (verbals)		Screener Q.C.-Purchased in past 6 months		Screener Q.D.-Expect to purchase in next 6 months	
Resp ID Number	Gender/Age	Version											shampoo, conditioner, hair mousses, styling cream, hair gel, hair color, lotion, hair or rinse	shampoo, conditioner, hair mousses, styling cream, hair gel, hair color, lotion, hair or rinse	shampoo, conditioner, hair mousses, styling cream, hair gel, hair color, lotion, hair or rinse	shampoo, conditioner, hair mousses, styling cream, hair gel, hair color, lotion, hair or rinse
03228	3	1	2		Suave uses an innocent type of sexy in their advertisements to make it good for the whole family.								1	1	1	1
04331	1	1	2										1		1	
04334	6	1	2										1	1	1	1
05001	4	1	2		It gets all tangled out and leaves hair nice and smooth. Because the women sound like they're having an orgasm in the shower.								1	1	1	1
05021	4	2	2										1	1	1	1
05024	1	2	2		The little Kangaroo is cool and the Aussie girls are fine.								1	1	1	1
05030	6	2	2										1	1	1	1
05031	3	1	2		It plays among the actresses of Australian women.								1	1	1	1
05033	6	2	2		Shows a lady with a new hair color and the situation that she is now sexy.								1	1	1	1
05037	3	2	2		It's the cheapest but keeps your hair clean and smells good.		VOS	It controls the texture of hair and conditions and girls notice it too.	Johnson's	Black hair care and leaves hair manageable clean and shiny. Has a nice smell.			1	1	1	1
05040	2	2	2										1		1	1
05120	4	2	2										1	1	1	1
06126	3	2	2										1	1	1	1
06127	1	2	2										1	1	1	1
06131	2	2	2										1	1	1	1
06134	2	2	2										1	1	1	1
06136	2	2	2		Like their spray, not sticky.								1	1	1	1
06137	5	2	2										1	1	1	1
06005	2	2	2										1	1	1	1
06014	1	1	2										1	1	1	1

Study # 06006 Name Recognition Study				N=308						
Resp ID Number	Gender/Age	Q1b- Do you associate the word "SEXY" with...	Q2a- What is that company (verbalsims)	Q2b- Why do you say that company (verbalsims)	Q3- Why do you associate with more than one company (verbalsims)	Q3a- Companies mentioned FIRST MENTION (verbalsims)	Q3b- Reasons mentioned FIRST MENTION (verbalsims)	Q3a- Companies mentioned SECOND MENTION (verbalsims)	Q3b- Reasons mentioned SECOND MENTION (verbalsims)	Q3a- Companies mentioned THIRD MENTION (verbalsims)
06817	4	2			Because there are different hair care products that everyone uses that relates to it being sexy.	L'Oreal	Because they always have advertised things being sexy			
					Because they came out. Everybody is competing with each other. They make them sexy and likable. And to make the person feel good. In using the product you make yourself feel good.	Revlon	Because they've got so many different products for females. The variations of them coming out with the ingredients	L'Oreal	You have a variety for different styles and types of hair. They have so many that they can be confusing.	Fruits
06821	6	2			Because a lot of companies can be sexy.	Pantene	The commercials you see have sexy shiny hair	Clairol	Only show a nice looking model	
06830	6	1			Because the advertisements they show the textures and body and the attitude	Pantene	For the texture of your hair	L'Oreal	For the body it gives your hair lots of body	Soft Sheen
11112	5	2			Because I buy different products and then I try another one. The price too.	Aramis	I like their products	Butt	They even sponsor men hair products	
11128	3	2			Because I like to try different things on my hair	Pantene	Cause it says it has give volume and sexy hair	Tresemme	The hair spray mainly gives my hair to stay in place	
11136	6	1			You have different products for different women to make them look different.	Dark and Lovely	Cause I know a lot of women who use it	Moltons	I use it and I know a lot of hairdressers who use it.	
11138	3	1								

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Study # 08008 Name Recognition Study											Screener Q.C—Purchased in past 6 months				Screener Q.D—Expect to purchase in next 6 months			
Resp ID Number	Gender/ Age	Verbal	Q1b- Do you associate the word "SEXY" with...	Q3b- Reasons mentioned THIRD MENTION (verbalsims)	Q3a- Companies mentioned FOURTH MENTION (verbalsims)	Q3b- Reasons mentioned FIFTH MENTION (verbalsims)	Q3a- Companies mentioned FIFTH MENTION (verbalsims)	Q4-Why don't you associate with any company (verbalsims)	shampoo, conditioner, hair styling cream	Hair gel, lotion, spray	Hair color, tint or dye	shampoo, conditioner, hair styling cream	Hair gel, lotion, spray	Hair color, tint or dye				
06817	4	2	2						1	1	1	1	1	1				
06821	6	2	2						1	1	1	1	1	1				
06830	6	1	2						1	1	1	1	1	1				
11112	5	2	2						1	1		1	1					
11128	3	2	2						1	1	1	1	1	1				
11136	6	1	2						1	1	1	1	1	1				
11138	3	1	2						1	1	1	1	1	1				

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Study # 08006 Name Recognition Study				N=378											
Resp ID Number	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q2- Why do you associate with one company (verbatims)	Q2a- What is that company (verbatims)	Q2b- Why do you say that company (verbatims)	Q3- Why do you associate with more than one company (verbatims)	Q3a- Companies mentioned FIRST MENTION (verbatims)	Q3a- Companies mentioned SECOND MENTION (verbatims)	Q3a- Companies mentioned THIRD MENTION (verbatims)					
00301	6	1	3												
00304	6	1	3												
00306	4	1	3												
00313	3	2	3												
00315	1	1	3												
00318	5	1	3												
00321	1	2	3												
00323	4	1	3												
00327	2	2	3												
00329	2	1	3												
00333	1	1	3												
00335	5	2	3												
00338	5	1	3												
00339	2	1	3												
01605	3	2	3												
01608	2	2	3												
01609	2	1	3												
01610	3	1	3												
01616	3	2	3												
01618	1	2	3												
01625	4	1	3												
03502	1	1	3												
03505	1	2	3												
03509	5	2	3												
03510	1	2	3												

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Study # 08006 Name Recognition Study									Screening Q.C. - Purchased in past 6 months			Screening Q.D. - Expect to purchase in next 6 months		
Resp ID Number	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q3b- Reasons mentioned THIRD MENTION (verbatims)	Q3c- Companies mentioned FOURTH MENTION (verbatims)	Q3d- Reasons mentioned FIFTH MENTION (verbatims)	Q3e- Reasons mentioned FIFTH MENTION (verbatims)	Q4- Why don't you associate with any company (verbatims)	shampoo, conditioner, hair styling, etc.	hair gel, mousse, lotion, spray	hair color, tint, or rinse	shampoo, conditioner, hair styling, etc.	hair gel, mousse, lotion, spray	hair color, tint, or rinse
00301	6	1	3					Because to me they are all the same. They all keep hair clean. I don't recall the name of the company at the end of a commercial for hair. I am not interested in sexy hair.	1	1	1	1	1	1
00304	6	1	3					Because I don't use hair products are sexy.	1	1	1	1	1	1
00306	4	1	3					Sexy reminds me of sex appeal.	1	1	1	1	1	1
00313	3	2	3					It doesn't matter to me. I don't know how to apply sexy to a hair care product.	1	1	1	1	1	1
00315	1	1	3					I don't let myself. It's not about sexy. It's about clean hair.	1	1	1	1	1	1
00316	5	1	3					I don't find any hair color product to be sexy. They all say the word sexy to make you buy the hair products.	1	1	1	1	1	1
00321	1	2	3					When I think of the word sexy I don't think of any company. I think of sexy how your hair looks after using any of these products.	1	1	1	1	1	1
00323	4	1	3					I associate that with clothes not hair care products.	1	1	1	1	1	1
00327	2	2	3					I think about how it works on my hair not how it looks in the box or bottle. Just what it does for me.	1	1	1	1	1	1
00329	2	1	3					Many companies use the word sexy on their advertisements to attract people to buy their products.	1	1	1	1	1	1
00333	1	1	3					I have never seen the word sexy in any hair care products.	1	1	1	1	1	1
00335	5	1	3					Many companies advertise that their product will make you sexy.	1	1	1	1	1	1
00338	5	1	3					To me it is just an expression the word sexy. Many firms advertise this way.	1	1	1	1	1	1
00339	2	1	3					Well cause I'm a man and I really don't associate shampoo or companies with sexy. Just cause I'm a man.	1	1	1	1	1	1
01905	3	2	3					It just doesn't make sense.	1	1	1	1	1	1
01906	2	2	3					Because I don't look at hair care companies like that. Buildings are not sexy.	1	1	1	1	1	1
01909	2	1	3					Because I'm a man and I don't think of hair products as sexy.	1	1	1	1	1	1
01910	3	1	3					When I think of sexy I usually think of a beautiful woman not shampoo.	1	1	1	1	1	1
01916	3	2	3					No not usually. I'm a man. I don't think in those terms.	1	1	1	1	1	1
01919	1	2	3					Cause it is hair stuff. I don't associate the word sexy with hair care products.	1	1	1	1	1	1
01925	4	1	3					When I think about sexy I think about females not hair care.	1	1	1	1	1	1
03302	1	1	3					Sexy is for people.	1	1	1	1	1	1
03305	1	2	3					Honestly, I don't know.	1	1	1	1	1	1
03309	5	2	3					Just I don't see anything sexy about hair care products or companies. I would think that it is just a grooming thing we do everyday.	1	1	1	1	1	1
03399	5	2	3					Because the companies that are out today are not plushy and sexy as the past ones. Companies do not use sexy spokespeople anymore.	1	1	1	1	1	1
03510	1	2	3						1	1	1	1	1	1

Study # 0806 Name Recognition Study				N=38				
Resp ID Number	Gender/Age	Do you associate the word "SEXY" with...	Q1- Why do you associate with one company (verbatims)	Q2- What is that company (verbatims)	Q2b-Why do you say that company (verbatims)	Q3- Companies mentioned FIRST MENTION (verbatims)	Q3b- Reasons mentioned SECOND MENTION (verbatims)	Q3c- Companies mentioned THIRD MENTION (verbatims)
03515	2	1	3					
03517	2	1	3					
03519	3	2	3					
03520	4	2	3					
03521	6	2	3					
03527	6	1	3					
03528	5	2	3					
04301	1	1	3					
04303	5	1	3					
04304	6	1	3					
04319	1	2	3					
04322	1	2	3					
04323	6	2	3					
04335	5	1	3					
05002	5	1	3					
05003	2	1	3					
05006	1	1	3					
05010	1	1	3					
05012	6	1	3					
05014	2	1	3					
05015	4	2	3					
05018	3	1	3					
05032	2	2	3					
05034	6	2	3					
05035	3	2	3					

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Study # 08008 Name Recognition Study				Q1b- Do you associate the word "SEXY" with...		Q3a- Reasons mentioned THIRD MENTION (Verbatims)		Q3a- Companies mentioned FOURTH MENTION (Verbatims)		Q3b- Reasons mentioned FIFTH MENTION (Verbatims)		Q3b- Companies mentioned FIFTH MENTION (Verbatims)		Q4- Why don't you associate with any company (Verbatims)		Screener Q.C.-Purchased in past 6 months		Screener Q.D.-Expected to purchase in next 6 months	
Resp ID Number	Gender	Age	Version	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
03515	2	1	3											All hair care products try to make you look sexy. It could be any company.		1	1	1	1
03517	2	1	3											I don't think of hair as being sexy. They use the word sexy in their advertising to make you feel like after you use their product.		1	1	1	1
03519	3	2	3											Companies use the word sexy in their advertising to tell how it will make you look, but there is no company with an actual brand called sexy.		1	1	1	1
03520	4	2	3											Because I have not seen it advertised that way.		1	1	1	1
03531	6	2	3											It's not a sexy product.		1	1	1	1
03537	6	1	3											I have never heard of this at all. I have never seen it in the hair care section.		1	1	1	1
03538	5	2	3											I've never heard of this at all. I have never seen it in the hair care section.		1	1	1	1
04301	1	1	3											Everybody says shampoo.		1	1	1	1
04303	2	1	3											Don't know.		1	1	1	1
04319	1	2	3											Because it's hair. Any other reason? I just don't see why shampooing my hair is sexy.		1	1	1	1
04322	1	2	3											I just can't think of a product or company as being sexy. It's just a product.		1	1	1	1
04323	6	2	3											Because hair care products are not sexy.		1	1	1	1
04325	6	1	3											Because I don't think of hair care as sexy.		1	1	1	1
05003	2	1	3											No reason.		1	1	1	1
05006	1	1	3											It just does not remind me of any company.		1	1	1	1
05010	1	1	3											One brand name that I think of as being sexy is Pantene. It makes more than a brand of a hair product.		1	1	1	1
05012	6	1	3											Because sexy represents an individual not a product. It should be a personal thing.		1	1	1	1
05015	4	2	3											It's just shampoo.		1	1	1	1
05016	3	1	3											I don't associate "sexy" with hair products, period.		1	1	1	1
05022	2	2	3											I don't think any company is sexy. They might try to be sexy but it's just a common everyday word.		1	1	1	1
05034	6	2	3											I wouldn't because of the word sexy. Because it would have to do with sex.		1	1	1	1
05035	3	2	3											Because I can't see why sexy goes along with hair care products.		1	1	1	1

Study # 08006 Name Recognition Study				N 2378						
Resp ID Number	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q2- Why do you associate with one company (verbalisms)	Q2a- What is that company (verbalisms)	Q2b- Why do you say that company (verbalisms)	Q3- Why do you associate with more than one company (verbalisms)	Q3a- Companies mentioned FIRST MENTION (verbalisms)	Q3b- Reasons mentioned SECOND MENTION (verbalisms)	Q3a- Companies mentioned THIRD MENTION (verbalisms)
08110	5	1	3							
08113	4	1	3							
08114	1	1	3							
08119	5	1	3							
08121	1	1	3							
08125	3	1	3							
08129	2	1	3							
08130	3	2	3							
08131	3	2	3							
08602	6	1	3							
08606	1	2	3							
08607	3	2	3							
08608	5	1	3							
08609	2	2	3							
08620	4	2	3							
08624	6	2	3							
08626	4	1	3							
08627	6	2	3							
08635	1	2	3							
08639	4	1	3							
11104	6	1	3							
11111	6	2	3							
11122	2	2	3							
11123	2	2	3							
11133	2	1	3							
11134	1	1	3							
11135	2	1	3							

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Study # 08005 Name Recognition Study				Screener Q.C.-Purchased in past 6 months		Screener Q.D.-Exposed to purchase in next 6 months							
Resp ID	Gender/ Age	Version	Q1b- Do you associate the word "SEXY" with...	Q3a- Reasons mentioned THIRD MENTION (verbals)	Q3a- Companies mentioned FOURTH MENTION (verbals)	Q3b- Reasons mentioned FOURTH MENTION (verbals)	Q3c- Reasons mentioned FIFTH MENTION (verbals)	Shampoo, conditioner, hair cream	Hair gel, mousse, lotion, spray	Hair color, tint, or dye	Shampoo, conditioner, hair cream	Hair gel, mousse, lotion, spray	Hair color, tint, or dye
06103	3	1	3					Never heard of sexy hair care products (verbals)	1	1	1	1	1
06110	3	1	3					Don't associate sex with hair	1	1	1	1	1
06113	4	1	3					You have to have looks. It sounds like it would be for make-up or something like that. Not for hair care products. It doesn't sound like a hair care product	1	1	1	1	1
06114	1	1	3					The word sexy in a product won't make me buy it. It has to be a good product with good satisfying results.	1	1	1	1	1
06119	5	1	3					You have to be sexy anyway. A hair care product won't make you sexy	1	1	1	1	1
06121	1	1	3					I think it's not just one company. Any company would associate the word sexy with hair	1	1	1	1	1
06125	3	1	3					I say that because I've never seen it on bottles or on commercials or anything like that.	1	1	1	1	1
06129	2	1	3					I don't find hair care products to be sexy.	1	1	1	1	1
06130	2	1	3					I don't think hair products are sexy.	1	1	1	1	1
06131	2	1	3					I've never seen that in an ad or a brand name	1	1	1	1	1
06132	6	1	3					I think it makes 777777 with clothing than grooming products Because I do not consider any cleaning products for the hair to be of sexual significance. It seems more about hygiene than sex.	1	1	1	1	1
06137	3	2	3					I don't think sexy goes with hair products	1	1	1	1	1
06138	5	1	3					Because I never heard of it before	1	1	1	1	1
06139	2	2	3					Because it's never heard and a daily word that is used	1	1	1	1	1
06140	4	2	3					I buy it for what the product is, not for naked girls or whatever Because I don't know any company that's called sexy	1	1	1	1	1
06141	8	2	3					I don't know. It just doesn't appeal to me	1	1	1	1	1
06142	2	2	3					I never heard of it the word sexy being used to describe any hair care products	1	1	1	1	1
06143	6	2	3					I haven't seen anything that relates to the word sexy.	1	1	1	1	1
06145	1	2	3					There is a variety of products and brands and to me they are all the same.	1	1	1	1	1
06149	4	1	3					I've never seen anything that said sexy shampoo. You think of sexy as bras and underwear.	1	1	1	1	1
11104	6	1	3					Because it is more associated with a woman's looks than products name	1	1	1	1	1
11111	6	2	3					Because I've never heard of that particular name.	1	1	1	1	1
11122	2	2	3					I don't think it has anything to do with hair care products	1	1	1	1	1
11125	2	2	3					I don't know I really don't think of the word sexy with hair care products. When you think of sexy you usually think of panties or something like that.	1	1	1	1	1
11133	2	1	3					It's not necessarily how the product is but how it frames the face	1	1	1	1	1
11134	1	1	3						1	1	1	1	1
11135	2	1	3						1	1	1	1	1

Study # 08005 Name Recognition Study				Q1b- Do you associate the word "SEXY" with...		Q2- Why do you associate with one company (verbalsims)		Q2a- What is that company (verbalsims)		Q3a- Why do you say that company (verbalsims)		Q3- Why do you associate with more than one company (verbalsims)		Q3a- Companies mentioned FIRST MENTION (verbalsims)		Q3b- Reasons mentioned SECOND MENTION (verbalsims)		Q3a- Companies mentioned THIRD MENTION (verbalsims)	
Resp ID Number	Gender	Age	Verbal	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
00306	6	3	2	1	4														
00328	3	1	4																
00345	2	1	4																
00348	1	2	4																
01603	5	2	4																
01612	6	2	4																
01613	1	2	4																
01614	6	2	4																
01615	4	2	4																
01617	1	2	4																
01620	4	2	4																
01622	3	1	4																
01633	6	1	4																
01634	2	2	4																
01635	3	1	4																
03091	2	1	4																
03096	1	1	4																
03097	4	2	4																
03111	3	2	4																
03112	2	1	4																
03116	2	1	4																
03218	3	1	4																
03227	4	1	4																
03228	4	1	4																
03229	4	1	4																
03530	5	2	4																
03532	6	2	4																
03533	5	1	4																
03535	5	1	4																
03536	6	1	4																
04305	3	1	4																
04306	3	1	4																
04307	3	1	4																
04308	3	2	4																
04309	3	2	4																
04310	2	1	4																
04313	2	1	4																
04320	2	2	4																
04326	5	2	4																
04328	2	2	4																
04329	2	2	4																
04332	3	2	4																
04336	6	1	4																
05006	4	1	4																
05008	4	1	4																
05020	4	2	4																
05027	2	2	4																
05029	6	1	4																
05036	3	2	4																
05106	5	1	4																
05109	6	1	4																
05110	6	1	4																
05840	6	1	4																
06811	3	2	4																
06818	3	2	4																
06823	2	2	4																
06829	5	1	4																
08532	5	2	4																
11101	3	1	4																
11107	5	1	4																
11108	5	1	4																
11109	6	1	4																
11110	2	1	4																
11117	1	2	4																
11118	4	2	4																
11120	1	2	4																
11123	1	2	4																
11127	3	2	4																
11132	2	1	4																
11137	3	1	4																

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[illegible]

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	Products purchased past 6 months	expect to purchase next 6 months		
			305	234
				145
				307
				238
				156

[illegible]